

## ECSM 2022

9<sup>th</sup> European Conference on Social Media

12-13 May 2022, Pedagogical University of Krakow, Poland

### Mini Track on the Change in Social Media Usage Patterns with Covid-19

Mini Track Chair: Nuran Öze, Arkin University of Creative Arts and Design (ARUCAD), Northern Cyprus



Our daily life practices quickly changed with the announcement of Covid-19 as a pandemic by WHO. The declaration of Covid-19 caused us to change the meaning of normal and we seemed to quickly adjust to a 'new normal'. Closures of schools and workplaces have caused and still cause a large proportion of people to stay at home, work from home, and carry out interpersonal communication via social media platforms. Our life perception and the way we construct relationship styles have changed especially with the wider use of social media platforms during Covid-19 all around the world. These changes have an effect on each generation's relationship building form, perception of events, ways of obtaining information and communication paths.

The aim of this track is to investigate, from a Covid-19 perspective, the role of social media on relationships, whilst also considering the increasing power of social media in differentiating the perceptions of everyone after Covid-19 pandemic. Suggested topics include but are not limited to:

- Covid-19 and increase in digitalization of interpersonal relationship
- Social media addiction and Covid-19
- Changes in social media uses and gratifications during Covid-19
- Social media to continue education through Covid-19 lockdowns
- Difference amongst generations in the use of social media during Covid-19
- Gender and social media usage differences during Covid-19
- New job opportunities on social media platforms during Covid-19
- Covid-19, Social media and the work-life balance



**Nuran Öze** is Assoc. Prof. Dr., Acting Dean of Faculty of Communication, Head of Institute of Graduate Studies and Research, Chair of Department of Visual Communication Design in Arkin University of Creative Arts and Design (ARUCAD), Northern Cyprus. She is especially interested in culture, communication, gender, PR and specifically with social media. In recent years she has researched social media usage patterns and its effect on society, social media addiction, identity construction on social media. She is an author and co-author of several articles and book chapters on the above mentioned research areas.

#### Submission details

In the first instance a 300 word abstract is required, to be received by **20<sup>th</sup> October 2021**.

Submissions must be made using the online submission form at:

<https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/>

If you have any questions about this track please email the mini track chair: [nuran.oze@arucad.edu.tr](mailto:nuran.oze@arucad.edu.tr)

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